

JACKSON EIGHT IS MAKING A BIG HIT

New Features, it is Contended, Brings Machine to Highest Stage of Development.

The local Jackson distributor is enthusiastic because of his opportunity to give the Jackson Eight a new sales stimulus in this territory. He says eights have always been good sellers here and with the new interest aroused by the Jackson Valve-in-Head featured in combination with eight-cylinder construction the eight field has broadened out and is attracting new buyers.

oil is applied in proper relation to speed.

"It is these points that are sending motorists to the eight. The future growth and popularity of the eight is dependent chiefly upon buyers of moderate-priced cars who heretofore bought fours and sixes.

"Now that the buyer can get in the eight—the simplicity and economy advantages of the four or six plus the flexibility of the eight—the eight's scope will be multiplied over and over again."

Storage Battery Ads Are Instructive to Motorists

The car owner who reads the current storage battery advertising can learn as much about the care of storage batteries for all practical purposes as the man who sits down and reads a book on them, according to Elmer Rosengren, local Willard dealer.

"Such advertising as the Willard company is doing," says Rosengren, "is of immense value to all car owners. It sets forth in language that any-

one can understand the broad, general principles that underlie all battery care. And the man who reads it regularly and takes advantage of the advice given there is in a fair way to getting the most efficient use out of his battery.

"We men in the battery service stations are very quick to notice any change in the public sentiment toward our product and the public attitude toward the battery has changed a great deal during the last two years.

"It was only a short time ago, comparatively speaking, that not one motorist in a thousand knew that distilled water had to be added to his battery regularly. The average car owner would literally run his battery to death and then blame the battery.

"Very few motorists, indeed, even knew what a hydrometer syringe was, let alone how to use it. All this has changed to a great degree until today the average car owner either owns a hydrometer syringe himself or, if he does not, goes to the service station and has the battery expert use a hydrometer syringe on his battery.

"Starving and over-heating the bat-

tery, short-circuiting and broken-down insulations were things of which the average motorist knew nothing a little while ago. Today he is at least familiar with these terms."

Traveling Recruiting Office Calls Men to Colors

One of the familiar sights on Utah's highways today is a banner-bedecked Jeffery six-passenger car which plys through the rural districts and small towns in search of fighting men for Uncle Sam.

To recruiting car is in charge of Sergeant Ben Cherakin and party whose efforts have been very effective in swelling the total of Utah's enlistments. The arrival of the Jeffery recruiting car in a small town or mining camp is the signal for enthusiastic welcome and patriotic demonstration.

The now, well known posters, "Uncle Sam Wants You," and "Columbia Calls" are being distributed broadcast throughout the country by the soldiers.

Fields Quits the Hupp and Goes With Liberty Company

In announcing that Joseph E. Fields has been appointed director of sales of the Liberty Motor Car company, Percy Owen, president, again brings to attention the intent noted from the start to have in the Liberty company men of experience and ability.

Mr. Fields, who resigned as sales manager of the Hupp Motor Car company to accept the connection with the Liberty Motor Car company, is said to be one of the big men in motor sales organizations. He is known throughout the northwest as a salesman of big caliber. He entered the automobile business nine years ago as a dealer. Afterward he traveled the northwest as a district manager and then went to Detroit to be assistant sales manager of the Chalmers company, where he spent two years. He left that position to become sales manager of the Hubmobile company.

Grant Car Makes Perilous Journey in Sierra Storms

One of the most perilous journeys ever made by an automobile was made by a Grant Six in crossing the Sierras and going from San Francisco to Lake Tahoe, according to reports received by George S. Waite, general sales manager of Grant Motor Car corporation. Buffeted by terrific snow storms, which held the driver up for days at a time, confronted at times with the necessity of lowering the car down a mountain side with ropes, buried in drifts which reduced progress to one mile in 14 hours, the Grant Six finally emerged without having made a single repair and on the original tires with original San Francisco air in them.

The exploit was financed by Mrs. Frank O. Renstrom Company, Grant distributors in California. It took two months of actual traveling. Scores of times the drivers of the car believed their last time had come. Probably no more hazardous undertaking was ever accomplished with an automobile.



WM. B. STEARNS,
Service Manager.



C. W. FRANCIS,
President.



A. E. KERR,
Sales Manager.

Announcement

Last week we disposed of our pleasure car interests in order to devote our entire time to the sale of motor trucks, and the service necessary thereto.

Our new building at 2212-14 Harney Street equips us to the furthest degree for the proper handling of trucks and we intend to give such service as has heretofore been unknown to truck owners of Omaha.

We will employ a force of experts who have had years of experience in motor mechanics and will guarantee to give all owners of trucks purchased from us prompt and efficient service. Service is more essential to the truck business than to any other, because a truck tied up means business lost. THEREFORE SERVICE SHALL BE OUR WATCHWORD.

Stewart Trucks

"In 5 Years No Stewart Has Worn Out"

For the past five years the policy of the Stewart Motor Corporation has been to build Quality trucks in quantities at a small profit per truck instead of a small number at a large profit per truck.

As a result of this policy our orders last year increased 574 per cent. From present indications 1917 will even surpass last year's figure.

The first Stewart trucks made by this Company in 1912 are today giving entire satisfaction to their owners. No Stewart has ever worn out. Stewarts are in service in over 400 cities in the United States, Canada, South America, Cuba and other foreign countries, and are giving satisfaction everywhere. In almost every line of known business during the past five years Stewarts have made remarkable records for economy and reliability. They have been proven by the test of time.

Nationally known concerns such as the Bell Telephone Company, Coca-Cola Company, Chicago Telephone Company, United States Tire Company, Firestone Tire Company, Atlas-Portland Cement Company, Standard Oil Company, National Cash Register Company and many others are users of Stewart trucks.

There are many prominent users of Stewarts owning fleets of from 2 to 65 trucks each. A big share of our business is repeat orders.

Stewart Quality trucks are built by an organization, devoting all their energies to truck manufacture. Each Stewart is designed from the ground up for truck service.

Stewart trucks are made in four models, viz.: $\frac{3}{4}$ -ton, 1-ton, $1\frac{1}{4}$ -ton and 2-ton capacities. Stewart trucks are simple to operate and easy to care for. They enable the progressive merchant to increase his range of business, and give better service to his customers.

Stewart Guarantee

We warrant the new motor trucks manufactured by us to be free from defects in material and workmanship, this warranty being limited to making good at our factory any parts or parts thereof which shall, within ninety (90) days after delivery of the truck to the original purchaser, be returned to us with transportation charges prepaid, and which our examination shall disclose to our satisfaction to have been defective.

We make no warranty whatever in respect to tires, rims, ignition apparatus, lamps, gas tanks, signaling devices, generators, batteries or other trade accessories, inasmuch as they are usually warranted separately by their respective manufacturers.

The Stewart Line—Prices f. o. b. Buffalo

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| $\frac{3}{4}$ Ton Capacity \$ 795 Chassis | $1\frac{1}{4}$ Ton Capacity \$1585 Chassis |
| 1 Ton Capacity \$1390 Chassis | 2 Ton Capacity \$1975 Chassis |

C. W. Francis Truck Co.

2212-14 Harney Street
Omaha, Neb.
Phone Doug. 853